

**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES**

**Advancement Report  
November 2020**

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## **Advancement Report Overview**

### **November 2020**

The Advancement Division continues to work aggressively to engage with alumni and donors to further the work of Wright State and support students despite the challenges the Covid – 19 Pandemic has imposed on our typical ways of carrying out our work. We have diligently carried out our fundraising plan for the year and adapted our methods to the dictates of the current environment.

We are coming off an immensely successful Wright Day to Give. Our success in seeing over 1,000 donors participate has taxed the department that does gift receipting, but that is a welcome challenge. We had a strong first quarter of the fiscal year and we anticipate good results for the second quarter, driven by our Wright Day to Give.

We are grateful that donors continue to make gifts to impact students at Wright State, even in the face of daily challenges and disruptions in their personal and professional lives.

## **Alumni Relations Report**

### **November 2020**

#### **Marketing/Communications**

- We are working on the Spring 2021 issue of the magazine. It will feature a bigger story on the cover about several Black alumni making change in their communities to fight racial injustice. We're tentatively calling it The Change-makers.
- We are working on a refresh of the alumni website, a small step to make it more in line with Wright.edu. A complete web overhaul will hopefully happen in the next year.
- Our core staff met to analyze the 2020 alumni survey data and have concluded will we start a plan to communicate strategically about our member benefits and discounts. Also, we heard from many alumni that they are needing more assistance with career services and resources, so we're working on that as well.

#### **Networks and Societies**

- Working on ways for Networks and Societies to engage their demographics virtually in the new year. Also, working on virtual fundraising ideas for groups to raise money for their specific funds
- Started a new model for Network and Society budget funding and launched an updated website for groups to request funds for events and projects-
  - We hope this will help make better use of the funds and encourage groups to plan ahead and get creative!

#### **'67 Society and Student Engagement**

- Seal: With the 67 Society's grant through the Students First Fund, the Wright State University seal was installed by Hamilton Plaza, facing campus from the Student Union.
- Raider Roundup: The 67 Society is planning a virtual Raider Roundup, the annual pep rally before the men's basketball game against NKU, for spring of 2021.

#### **Past Events:**

We have been holding a series of virtual events including:

- Virtual Alumni Career Fairs
- Virtual Music Bingo
- Virtual Trivia
- Raider on the Rocks: Virtual Mixology Class
- Alumni Speaker Series

### UPCOMING EVENTS:

*The Alumni Association cancelled or postponed all **in-person** alumni and student events scheduled between March 12<sup>th</sup> and December 31st due to COVID-19.*

- |          |  |
|----------|--|
| 12/8/20  | Raider on the Rocks - Happy Holiday Edition (Virtual) <ul style="list-style-type: none"><li>• Virtual Rowdy Raider Ugly Sweater Coloring Contest- Details in process</li></ul> |
| 12/15/20 | Jingle Jams Virtual Music Bingo (Virtual)  |
| 1/13/21  | Alumni Speaker Series- Tony Award Winning Joey Monda (Virtual)   |
| 2/27/21  | Rowdy Gras- (Tentatively in Person)  |
| 3/20/21  | Amigos Latinos Gala (Tentatively in Person)  |
| 6/6/21   | Wright State Day at Kings Island (Tentative)   |
| 6/10/21  | Alumni Legacy Scholarship Golf Outing (Tentatively in Person)  |

**\*\*Hoping to also add in some new programming that may include a virtual book club, virtual fitness, virtual watch parties for our basketball games and more!\*\***

See more details at [WrightStateAlumni.com](http://WrightStateAlumni.com)

## Development Report November 2020

### Planned Giving Update

#### FY21 Year-to-Date Planned Giving Results:

- ☐ Three bequest intentions have been secured so far totaling \$162,500 and two more are nearing completion.
- ☐ We have only realized one planned gift this fiscal year totaling just over \$3,000.
- ☐ We have five gift expectancies in process. The total value of these four estates is \$2,066,000.
- ☐ We are in conversation with twelve donors as they finalize their estate plans. The estimated known value for these bequest intentions is over \$12,000,000. Additionally, we have thirty individuals currently identified with active planned giving interests, but no bequest value has been determined.
- ☐ With the support of the Wright State University Foundation, we have launched a matching gift program to match estate gift intentions that are documented between November 2020 and December 31, 2021. This matching program will help impact our fundraising results by incentivizing donors that have either expressed an interest in leaving an estate gift or bringing forward donors that have made an estate gift intention and not shared that information with the Planned Giving office.



## **Annual Giving Update**

Annual gift solicitation (gifts of up to \$10,000), building off the momentum of the Rise. Shine. Campaign, engaging more and more donors with Wright State, increasing current individual giving levels, and identifying new major gift prospects.

### **The Wright Day to Give – October 1**

Wright State hosted its fourth annual giving day, a digital philanthropic challenge to our alumni, friends, parents, students, faculty and staff on October 1. Engaging with their alma mater, Wright State, for a day that will bring together ALL Raiders. Priority funds for WDTG were two of our student emergency relief funds, diversity and inclusion, and a scholarship fund.

Additionally, we incorporated a College Challenge that supported each colleges emergency fund.

- Remote Phonathon September 10 – October 1
- Digital launch: September 30
- Digital Day of Giving: October 1

Used a tactical marketing campaign (Phonathon, direct mail, email, and videos) to solicit donations.

#### **2020 Results (Preliminary)**

- 1,081 Donors
- \$205,624

#### **2018 Results**

- 550 Donors
- \$69,581

#### **2019 Results**

- 622 Donors
- \$64,430

#### **2017 Results (inaugural year)**

- 548 Donors
- \$47,502

## **Fall Direct Mail Appeal**

The annual fall direct mail appeal will mail around November 9, focusing on student emergency relief funds.

## **CSIC Retiree Mailing**

For the sixth year we will be mailing our WSU retirees who have not contributed yet in the calendar year. Mailing expected to drop in late November.

## **Office of Corporate and Community Engagement (OCCE) Update November 2020**

### **FYTD Funding**

\$1,250,183.96 in corporate/foundation commitments representing 68.5% of all FY 21 commitments

- Corporate = \$976,658.84/53.5%
- Foundation = \$273,525.12/15%

### **Office Activities**

- **Wright Organizational Partnership Score (WOPS) Exercise**

Completed a refresh of the WOPS system, which ranks partner organization activity based on three core data sources (philanthropy, research activity, vendor status) and additional bonus data sources in various areas of activity across campus (including student recruitment and alumni employment). This process identifies the companies that are the most actively engaged with the university and summarizes their areas of interest.

- The refresh ranked over 9,000 organization records, analyzing more than a dozen data points per record.
- The new scores identified 126 organizations that are highly involved with various aspects of the university, as well as an additional 598 that are moderately active companies as strong prospects for major gifts.
- In the past year, 22 new major gift prospects have been identified with a combined rating value of \$460,000 based on WOPS scores.

- **Corporate Advisory Board Service Research**

Completed a first-time data collection exercise to identify and analyze corporate representation through advisory board service across campus.

- Based on analysis of 21 active advisory boards campus-wide, there are 294 advisory board members representing 213 companies/community organizations.
- In addition to capturing current service, the process revealed active companies without board service, which identifies gaps and opportunities for new recruits.

### **Quarterly Stewardship Messages**

Quarterly stewardship messages are emailed to Wright State corporate/foundation/ community partners as an engagement tool, thanking them for their support of the university and providing news about current university activities.

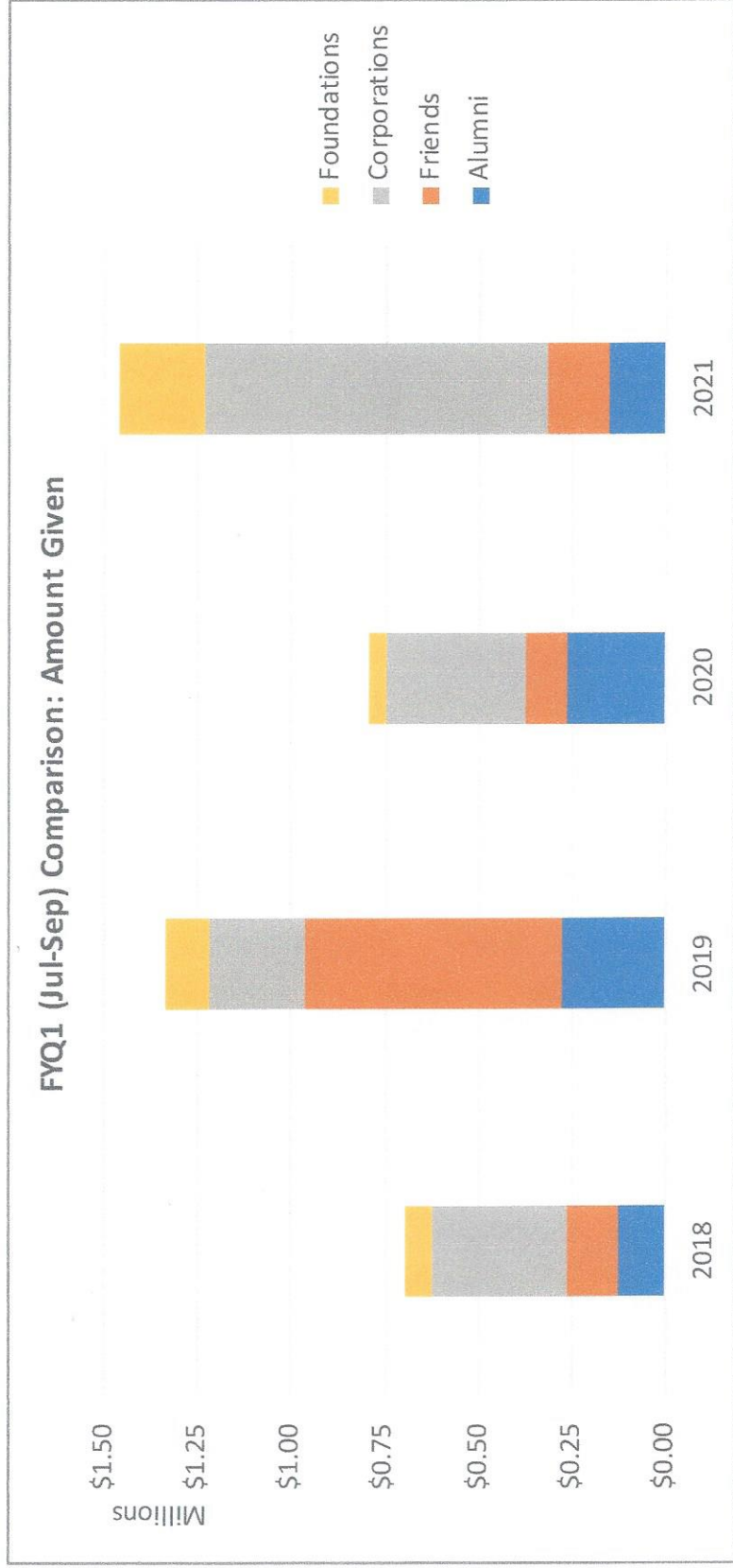
- The August message was sent to 271 corporate employees with an open rate of 38%.
- The November message is scheduled to go out the week of November 22 and will feature articles about WPAFB partnerships, student internships, and the new Racial Equity Taskforce.



## FOUNDATION

### Commitments per Fiscal Year by Source: Dollars FYTD Quarter 1 Comparison July 1, 2017 - September 30, 2020

FYTD Jul-Sep	Alumni	Friends	Corporations	Foundations	Grand Total
2018	\$126,935.90	\$136,969.76	\$358,536.63	\$71,483.45	\$693,925.74
2019	\$279,460.81	\$681,050.20	\$257,036.08	\$115,380.63	\$1,332,927.72
2020	\$260,692.40	\$112,563.37	\$372,581.47	\$50,000.94	\$795,838.18
2021	\$151,089.49	\$166,846.62	\$915,504.91	\$229,599.12	\$1,463,040.14



*This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.*



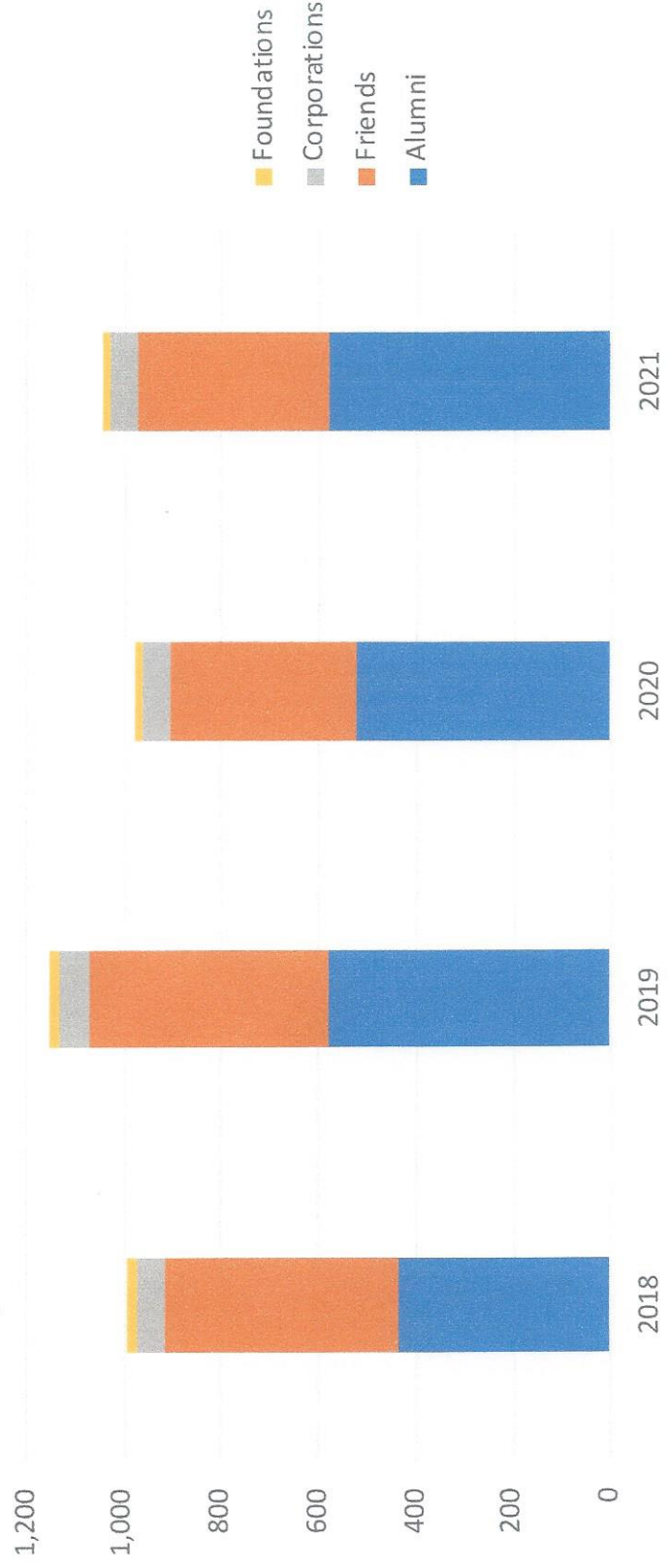


## FOUNDATION

### Commitments per Fiscal Year by Source: Donors FYTD Quarter 1 Comparison July 1, 2017 - September 30, 2020

FYTD Jul-Sep	Alumni	Friends	Corporations	Foundations	Grand Total
2018	433	480	58	24	995
2019	580	492	60	19	1,151
2020	523	381	60	15	979
2021	578	395	54	19	1,046

FYQ1 (Jul-Sep) Comparison: Number of Donors



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